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**THE INFLUENCE OF CUSTOMER SATISFACTION, BRAND TRUST AND BRAND
IMAGE TOWARDS CUSTOMER LOYALTY**

BY

NURUL SAKINAH AZIZAN



Thesis Submitted to

School of Business Management,

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In Partial Fulfilment of the Requirement for the Master of Sciences (Management)

**THE INFLUENCE OF CUSTOMER SATISFACTION, BRAND
TRUST AND BRAND IMAGE TOWARDS CUSTOMER
LOYALTY**



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ABSTRACT

Customer loyalty always become the important concern in the business organization. The main purpose of this study is to examine the influence of customer satisfactions, brand trust and brand image towards customer loyalty. This study focused on branded computer product industry. The main problem in the industry is high competitiveness. It make it hard for the manufacturer to obtain customer loyalty because of the market competitiveness. Literature review regarding computer industry in Malaysia and all items in independent and dependent variables has been discussed in order to provide better understanding regarding past, present, and future needs in study area. The in-depth review of literature has led to the establishment of a research framework focused on examining the influence of customer satisfactions, brand trust and brand image towards customer loyalty. In this regard, an online survey using Google forms was conducted among post-graduate students under School of Business Management, Universiti Utara Malaysia. There are 269 students participated in the survey. The data collected through Google forms consist of six parts were analysed using SPSS. The results showed that customer satisfaction, brand trust and brand image have positive and significant influence towards customer loyalty. In last chapter, the discussion and explanation on limitation, theoretical and practical implications, limitations, direction for future research. This study proved that long term success and sustainable reputation of branded computer product company, depended on customer loyalty. The study recommends fulfilling customer expectation is the main priority to retain and enhance customer loyalty.

Key words: *customer loyalty, customer satisfaction, brand trust, brand image*

ABSTRAK

Kesetiaan pelanggan sentiasa menjadi keutamaan dalam organisasi perniagaan. Tujuan utama kajian ini dijalankan adalah untuk mengkaji pengaruh kepuasan pelanggan, kepercayaan jenama dan imej jenama terhadap kesetiaan pelanggan. Kajian ini fokus kepada industry produk computer berjenama. Masalah utama di dalam industry ini ialah persaingan sengit. Persaingan yang sengit membuatkan usaha pengeluar untuk mendapatkan kesetiaan pelanggan sukar. Literatur dan kajian terdahulu dalam isu industri perkomputeran di Malaysia dan semua item dalam pembolehubah bebas dan pembolehubah bergantung telah dibincangkan demi untuk lebih memahami kajian terdahulu, kini dan kajian masa depan dalam bidang yang telah dikaji ini. Kajian mendalam kesusasteraan telah membawa kepada penubuhan teori kajian untuk mengkaji hubungan antara kepuasan pelanggan, kepercayaan jenama dan imej jenama terhadap kesetiaan pelanggan. Kajian ini dijalankan dengan menggunakan kaji selidik atas talian iaitu menggunakan borang Google yang dijalankan dalam kalangan pelajar pascasiswazah di Fakulti Pengurusan Perniagaan Universiti Utara Malaysia. Seramai 269 pelajar yang terlibat dalam tinjauan tersebut. Data yang dikumpulkan melalui borang Google yang terdiri daripada enam bahagian dianalisis dengan menggunakan perisian SPSS. Keputusan kajian menunjukkan bahawa kepuasan pelanggan, kepercayaan jenama dan imej jenama mempunyai pengaruh yang positif dan signifikan terhadap kesetiaan pelanggan. Kajian ini membuktikan bahawa kejayaan jangka masa panjang dan reputasi berterusan produk syarikat computer sangat bergantung kepada kesetiaan pelanggan. Dalam bab yang terakhir, perbincangan dan penjelasan mengenai limitasi kajian, teoretikal dan praktikal implikasi, limitasi, dan cadangan untuk penyelidikan masa depan telah dimasukkan. Kajian ini mengesyorkan bahawa memenuhi jangkaan pelanggan adalah keutamaan utama untuk mengekalkan dan meningkatkan kesetiaan pelanggan.

Kata kunci: *kesetiaan pelanggan, kepuasan pelanggan, kepercayaan jenama, imej jenama*

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LIST OF ABBREVIATIONS

ABBREVIATION	DESCRIPTIONS
UUM	Universiti Utara Malaysia
SBM	School of Business Management
SPSS	Statistical Package of Social Sciences
EFA	Exploratory Factor Analysis
KMO	Kaiser-Mayer Olkin
SET	Social Exchange Theory



CHAPTER 1

INTRODUCTION

1.0 Introduction

Throughout chapter 1, this paper will provide an overview followed by scope of the study. This study will engaged in details regarding problem statement, research questions and research objectives. Objectives that researcher try to examine is how customer satisfaction, brand trust and brand image do influence customer loyalty.

1.1 Background of the study

Recently, competitive tendencies in the marketplace increased due to the globalization and deregulations which it attracts the attention among the business founder to cross borders and compete internationally (Namada, 2018). Customer expectations changed due to the advancement of technological, sophisticated which resulting to high competitiveness and give impact towards customer loyalty in the business sector especially to gain the customer among the students. In this study, the research focused on the customer loyalty towards the computer products. As we all know, computer is very important tool for students in terms of finishing their assignment, searching for information and downloading lectures notes. Hence, the practitioners in this respective sector have to investigate the most influence factor affect customer loyalty in the competitive marketplace in order to gain the trust among the customer especially students

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APPENDICES

APPENDIX A



UNIVERSITI UTARA MALAYSIA

Dear Respondents,

My name is Nurul Sakinah binti Azizan and I am currently conducting a research for my final semester towards completing my research paper. My research paper title is Factors Influencing Customer Loyalty.

The objective of this research paper is to understand more on how Customer Loyalty is affected by Customer Satisfaction, Brand Trust, and Brand Image.

Your answer will be treated with utmost confidentiality and utilized for academic purpose only. I sincerely hope you will answer this survey with utmost honesty. If you have any question regarding this survey, please contact me at 014-6505080 or email me at kinazizan1@gmail.com

Thank you for your cooperation.

Nurul Sakinah bt Azizan
Master of Science (Management)

Part A-Demographic Factor

Please fill or tick the appropriate answer.

1. Gender

- i. MALE []
- ii. FEMALE []

2. Race

- i. MALAY []
- ii. CHINESE []
- iii. INDIAN []
- iv. OTHERS []

3. Age

- i. 21-30 []
- ii. 31-40 []
- iii. 41-50 []
- iv. 51-60 []
- v. 60 and above []

4. Income (per month)

- i. Less than RM1000 []
- ii. RM1000-RM2000 []
- iii. RM2001-RM3000 []
- iv. RM3001-RM4000 []
- v. RM4000 and above []



5. Education

- i. Master []
- ii. PhD []

Part B-Computer Brand

Please fill or tick the appropriate answer.

1. Computer Brand

- i. DELL []
- ii. HEWLETT-PACKARD (HP) []
- iii. ACER []
- iv. LENOVO []
- v. APPLE.INC []
- vi. TOSHIBA []
- vii. HUAWEI []
- viii. GOOGLE []
- ix. MICROSOFT []
- x. ASUS []
- xi. SAMSUNG []
- xii. OTHERS []

Part C-Customer Satisfaction

Please read all the statements carefully, and then choose your answer to reflect the level of your agreement toward the statements.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

1. This is one of the best computer that I could have bought	1	2	3	4	5
2. This computer is exactly what I need	1	2	3	4	5
3. This computer does not worked well as I thought it would.	1	2	3	4	5
4. I am satisfied with my decision to purchase this computer.	1	2	3	4	5
5. Sometimes I have mixed feeling about keeping it.	1	2	3	4	5
6. I have truly enjoyed using this computer.	1	2	3	4	5
7. I will buy from this brand again in the future	1	2	3	4	5
8. I am happy with my decision to buy this computer.	1	2	3	4	5
9. Owning this computer has been a great experience.	1	2	3	4	5
10. I am sure buying this computer is the right thing to do.	1	2	3	4	5
11. This computer has exceeded my expectation.	1	2	3	4	5
12. I have been delighted with the computer I am evaluating.	1	2	3	4	5

Part D-Brand Trust

Please read all the statements carefully, and then choose your answer to reflect the level of your agreement toward the statements.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

1. I trust the computer brand that I am evaluating.	1	2	3	4	5
2. I rely on the computer brand I am evaluating.	1	2	3	4	5
3. The computer brand I am evaluating is a dependable brand.	1	2	3	4	5
4. The computer brand I am evaluating is a good and safe brand to carry out my work as a student.	1	2	3	4	5
5. I consider the brand I am evaluating to be generally trustworthy.	1	2	3	4	5
6. I consider the company and people who stand behind the computer brand I am evaluating to be trustworthy.	1	2	3	4	5

Part E-Brand Image

Please read all the statements carefully, and then choose your answer to reflect the level of your agreement toward the statements.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

1. I think this brand produce user-friendly products.	1	2	3	4	5
2. I think this brand product is useful.	1	2	3	4	5
3. I feel proud as this brand user.	1	2	3	4	5
4. I think this brand is modern	1	2	3	4	5
5. I think this brand is popular.	1	2	3	4	5
6. I think this brand is equivalent or more outstanding compared to other brands in the market.	1	2	3	4	5
7. I think this brand have positioning themselves as a good and reliable brand.	1	2	3	4	5

Part F-Customer Loyalty

Please read all the statements carefully, and then choose your answer to reflect the level of your agreement toward the statements.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

1. I use this brand because I believe it is the best choice for me.	1	2	3	4	5
---------------------------------------------------------------------	---	---	---	---	---

2. I consider myself as a loyal customer to the brand I am evaluating.	1	2	3	4	5
3. I am committed to the brand I am evaluating.	1	2	3	4	5
4. In the future, I am willing to pay a higher price for product of this brand over their other competitors.	1	2	3	4	5
5. I will consider this brand when buying a new computer in the future.	1	2	3	4	5
6. I intend to keep buying a computer/laptop from this brand I am evaluating.	1	2	3	4	5
7. I would not switch brand even if I had a problem with the brand I am evaluating.	1	2	3	4	5
8. I say positive things about this brand to other people.	1	2	3	4	5
9. I would recommend this brand to those who seek my advice when they want to buy a computer/laptop.	1	2	3	4	5
10. I would encourage my family and friends to use the exact same brand I am evaluating.	1	2	3	4	5
11. I would give positive testimony about this brand on social media.	1	2	3	4	5
12. I would buy additional products or services offer by this brand.	1	2	3	4	5

APPENDIX B

Population Data

Post-Graduate Student under SBM (as for 11th November 2018)

Programmes	Total
MHRM-research	7
MHRM-coursework	213
MSc (OSHM)-coursework	140
MSc (OSHM)-research	6
MSc (Management)-research	31
MSc (Management)-INTAN	1
MSc (Management)-coursework	213
P.Doc (Business Management)	2
PhD (Entrepreneurship)	21
PhD (Healthcare Management)	5
PhD (Marketing)	50
PhD (OSHM)	6
PhD (HRM)	64
PhD (MIS)	4
PhD (Management)	145
Grand Total	908

APPENDIX C

Reliability Analysis for Pilot Test

Scale: Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.685	12

Scale: Brand Trust

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.851	6

Scale: Brand Image

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.822	7

Scale: Customer Loyalty

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.956	12

Reliability Analysis for Total Sample Size

Scale: Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	269	100.0

Excluded ^a	0	.0
Total	269	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.948	12

Scale: Brand Trust

Case Processing Summary

		N	%
Cases	Valid	269	100.0
	Excluded ^a	0	.0
	Total	269	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.926	6

Scale: Brand Image

Case Processing Summary

		N	%
Cases	Valid	269	100.0
	Excluded ^a	0	.0
	Total	269	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.923	7

Scale: Customer Loyalty

Case Processing Summary

		N	%
Cases	Valid	269	100.0
	Excluded ^a	0	.0
	Total	269	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.960	12



APPENDIX D

Descriptive Statistics

Frequencies

Customer Satisfaction

N	Valid	269
	Missing	0
Mean		4.1348
Std. Deviation		.71086

Brand Trust

N	Valid	269
	Missing	0
Mean		4.1945
Std. Deviation		.64369

Brand Image

N	Valid	269
	Missing	0
Mean		4.1487
Std. Deviation		.68248

Customer Loyalty

N	Valid	269
	Missing	0
Mean		4.0802
Std. Deviation		.66245